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Docket 80724AF-P
Customer No. 01333

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re Application of

Dana W. Wolcott, et al

SYSTEM AND METHOD FOR
PROVIDING IMAGE PRODUCTS
AND/OR SERVICES

Serial No. 09/574,985

Filed May 19, 2000

Commissioner for Patents

P.O. Box 1450

Alexandria, VA. 22313-1450

Group Art Unit: 1648

Examiner: Timothy M. Brown

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Paula West
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6-14-04
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Sir:

APPEAL BRIEF TRANSMITTAL

Enclosed herewith in triplicate is Appellants' Appeal Brief for the above-identified application.

The Commissioner is hereby authorized to charge the Appeal Brief filing fee to Eastman Kodak Company Deposit Account 05-0225. A duplicate copy of this letter is enclosed.

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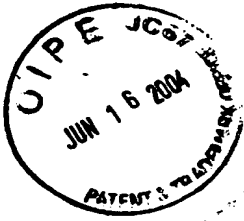
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Frank Pincelli/phw
Telephone: 585-588-2728
Facsimile: 585-477-4646
Enclosures

Respectfully submitted,

Frank Pincelli
Attorney for Appellants

Registration No. 27,370



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Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

APPEAL BRIEF PURSUANT TO 37 C.F.R. 1.192

Table Of Contents

<u>Table Of Contents</u>	i
<u>Real Party In Interest</u>	1
<u>Related Appeals And Interferences</u>	1
<u>Status Of The Claims</u>	1
<u>Status Of Amendments</u>	1
<u>Summary Of The Invention</u>	1
<u>Issues For Review By The Board</u>	2
<u>Grouping Of Claims</u>	4
<u>Arguments</u>	4
The Rejection	4
<u>Summary</u>	12
<u>Conclusion</u>	12
<u>Appendix I - Claims on Appeal</u>	13

APPELLANT'S BRIEF ON APPEAL

Appellants hereby appeal to the Board of Patent Appeals and Interferences from the Examiner's Final Rejection of December 30, 2003 of claims 1-36.

A timely Notice of Appeal was filed on April 22, 2004.

Real Party In Interest

As indicated above in the caption of the Brief, the Eastman Kodak Company is the real party in interest.

Related Appeals And Interferences

No appeals or interferences are known which will directly affect or be directly affected by or have bearing on the Board's decision in the pending appeal.

Status Of The Claims

Claims 1-36 have been rejected and are pending.

Appendix I provides a clean, double spaced copy of the claims on appeal.

Status Of Amendments

All amendments have been entered and the claims stand as indicated in Appendix I.

Summary Of The Invention

A method and system for providing photographic products or services to a customer. The system and method allows a customer the ability to select a camera from a selection of cameras and to select a type of photographic service plan from a menu of plans which are to be associated with the images captured by the selected camera. The photographic product/service plan may be in the form of a subscription or contract that can be set for a predetermined time such as a year and at a predetermined fee. The selected photographic product/service plan is entered into a database and is associated with the selected camera so that the appropriate goods or services will be provided to the customer with respect to images captured by the selected camera.

Issues For Review By The Board

The following issues are presented for review by the Board of Patent Appeals and Interferences:

1. Whether claims 1, 13 and 14 are unpatentable under 35 USC § 103(a) over the news article of “Texas Instruments” dated July 2, 1985 in view of the news article of “Toro” dated September 15, 1998 and further in view of the news article “Discount” dated April 1, 1985.

2. Whether claims 2, 3, 9 and 10 are unpatentable under 35 USC § 103(a) over the “Texas Instruments” news article in view of the “Discount” news article and further in view of the “Agfa” news article dated November 11, 1996.

3. Whether claims 4, 5 and 12 are unpatentable under 35 USC § 103(a) as being unpatentable over the “Texas Instrument” article in view of the “Discount” article and Official Notice taken by the Examiner.

4. Whether claims 8 and 9 are unpatentable under 35 USC § 103(a) as being unpatentable over the “Texas Instrument” news article in view of the “Discount” news article and further in view of the news article to “Ofoto” dated December 13 1999.

5. Whether claims 6 and 7 are unpatentable under 35 USC § 103(a) as being unpatentable over the “Texas Instrument” news article in view of the “Discount” news article and further in view of the Official Notice taken by the Examiner and the “Ofoto” news article.

6. Whether claims 15, 16, 18 and 19 are unpatentable under 35 USC § 103(a) as being unpatentable over the “Agfa” news article in view of the Official Notice taken by the Examiner.

7. Whether claim 20 is unpatentable under 35 USC § 103(a) over the “Agfa” news article in view of the “Discount” news article and further in view of the Official Notice taken by the Examiner.

8. Whether claim 17 is unpatentable under 35 USC § 103(a) over the “Agfa” news article in view of the “Discount” news article and further in view of the news article to “Iomega” dated November 16, 1999.

9. Whether claim 21 is unpatentable under 35 USC § 103(a) over the “Agfa” news article in view of the “Discount” news article and further in view of the Official Notice taken by the Examiner and the Iomega news article.

10. Whether claims 22 and 23 are unpatentable under 35 USC § 103(a) as being unpatentable over the “Agfa” news article in view of the “Discount” news article and further in view of the Official Notice taken by the Examiner and the “Ofoto” news article.

11. Whether claims 24-28 are unpatentable under 35 USC § 103(a) over the “Texas Instrument” news article in view of the Official Notice taken by the Examiner and further in view of the “Toro” news article

12. Whether claim 29 is unpatentable under 35 USC § 103(a) over the “Texas Instrument” news article in view of the Official Notice taken by the Examiner, the “Toro” news article, the “Discount” news article and the “Iomega” news article dated November 16, 1999.

13. Whether claims 30-32 are unpatentable under 35 USC § 103(a) over the “Texas Instrument” news article in view of the Official Notice taken by the Examiner, the “Toro”, “Discount” and the “Ofoto” news articles.

14. Whether claims 33-35 are unpatentable under 35 USC § 103(a) over the “Texas Instrument” news article in view of the Official Notice taken by the Examiner and the “Toro”, “Discount” and “Agfa” news articles.

15. Whether claim 36 is unpatentable under 35 USC § 103(a) over the “Texas Instrument” news article in view of the “Discount” news article, the “Toro” news article and the Official Notice taken by the Examiner.

Grouping Of Claims

Group I: Claims 1, 8-24, 32-35
Group II: Claims 2-7, 25-31
Group III: Claim 36

Arguments

The Rejection

Group I: Claims 1, 8-24, 32-35

- A. The Examiner, in the Official Action dated December 30, 2003 rejected claims 1, 13 and 14 under 35 USC § 103(a) as being unpatentable over Texas Instrument article in view of the Toro article and further in view of the Discount article.

Independent claims 1, 18 and 24 are directed to a method and system of providing photographic products and/or services. The remaining claims are dependent claims that depend ultimately upon one of the three independent claims. These independent claims have in common the selecting of a camera among a selection of cameras and the selecting of a photographic product or photographic service plan from a menu of plans and associating the plan with the particular camera and entering the product or service plan into a database such that the photographic products or services are to be provided with respect to images captured by the selected camera in accordance with the select service plan.

The present invention provides several advantages not addressed by the prior art. In particular, the present invention allows for a customer to have the opportunity to bundle and customize specific photographic products and/or services with a selected camera for a specific fee and time; and the further opportunity to keep the camera at no cost, exchanging the camera for a new camera or purchase the camera at a reduced rate at the end of a predetermined time. In addition, the system provides a system whereby an individual does not necessarily require his own personal computer in order to have and transmit and share digital images.

The Texas Instrument article cited by the Examiner fails to teach or suggest the present invention in many respects. The Examiner states that the Texas Instrument reference teaches a method of providing photographic products and/or photographic services including the step of selecting the product among the selection of products; selecting the product service plan from a menu of photographic service plans; and associating the selected product with the selected service plan and creating a product service plan account indicative thereof. The first main area of difference between the Texas Instrument article and the present invention is that the Texas Instrument publication is directed to the sale of computers. A computer is not the same as providing photographic products or services to which the present invention is directed. The Texas Instrument publication does not teach or suggest of providing goods or services with respect to the output provided by the computer. Quite the contrary, what is taught in the Texas Instrument article is the purchase of one or a three year warranty plan with respect to repairs to the computer. Thus, clearly the Texas Instrument reference does not teach or suggest photographic products or services to which the present invention is directed, nor does it teach the selecting of a camera among a selection of cameras or selecting a menu of products or photographic service plans to be used with respect to images captured by the selected camera. All that is disclosed in the Texas Instrument reference is simply the selection of a warranty plan for the purchased product. Accordingly, it is respectfully submitted that the Texas Instrument primary reference is deficient for the following reasons:

- 1) Texas Instrument reference does not teach or suggest selecting a camera among a selection of cameras as claimed;
- 2) The Texas Instrument reference does not teach or suggest selecting a photographic product and/or service plan from a menu of photographic products or service plans;
- 3) The Texas Instrument reference does not teach or suggest associating the selected camera with the selected photographic product and/or service plan;
- 4) The Texas Instrument reference does not teach or suggest providing a product service plan that will provide particular goods or services with respect to images captured by the selected camera;

5) The Texas Instrument reference does not teach or suggest the providing of a service plan for a predetermined period of time.

Thus, the Texas Instrument article is deficient in a number of respects with regard to these independent claims.

The Examiner cited Toro in an attempt to fill up some of these gaps. The Toro reference is directed to a warranty program again, that is totally apart and distinct from the present invention. As with the Texas Instrument reference, the Toro reference is directed to providing a warranty to a product that has been sold. This is totally apart and distinct from providing goods or services with respect to images captured by a camera in accordance with a service product plan selected by the consumer. As stated in the reference, the Toro Company is a leading provider of outdoor maintenance and beautification products for the home, recreational and commercial landscape. Thus, the providing of a warranty by Toro is directed to totally different goods or services and does not teach or suggest the method and system as currently set forth by Applicant.

The Examiner finally relies on the Discount reference for the proposition of disclosing photographic services. Applicant respectfully submits that the Discount reference is simply directed to a photographic processing business. In particular, the Discount reference discloses a business that provides good and/or services in the photographic field. The Discount reference discloses the sale of film and camera and the providing of film developing and printing services. Discount also discloses the providing of discount coupons and providing of promotions that occur on a frequent basis. The promotions appear to occur on a monthly schedule. The Discount reference still fails to teach (1) the selecting of a camera from a menu of cameras, (2) the selecting of a plan from a menu of different product and service plans, and (3) the providing of account and associating the account with a particular service plan and that the product being provided are associated with images captured by a particular camera. Thus, it can be seen that all of the references cited by the Examiner fail to teach or suggest numerous elements as set forth by the claimed invention. Thus, on this basis

alone, the cited references cannot teach or suggest the invention as suggested by the Examiner.

Applicants also submit that the attempted combination suggested by the Examiner is not appropriate. In order to combine references, there must be some teaching, suggestion or motivation to do so. The CAFC stated in *In re Lee* 277 Fed 3rd 1338 (61 USPQ 2nd 1430) 2002 at page 1430:

“Our case law makes clear that the best defense against the subtle but powerful attraction of a hindsight-based obviousness analysis is rigorous application of the requirement for a showing of the teaching or motivation to combine prior art references ... there must be some motivation, suggestion, or teaching of the desirability of making the specific combination that was made by the applicant ... teachings of references can be combined only if there is some suggestion or incentive to do so”.

The Court further stated at page 1434:

“only by showing some objective teaching in the prior art or that knowledge generally available to one of ordinary skill in the art would lead that individual to combine the relevant teachings of the references.”

In the present situation, the three cited references are directed to totally apart and distinct businesses from each other. As previously noted, the Texas Instrument reference and the Toro reference are directed to purchasing of a warranty plan with respect to the purchased goods. The Discount reference is the only reference directed to the photographic field to which the present invention is related. There is no teaching in any of the references why one would take any of the cited references and combine them as suggested by the Examiner. The Toro and Texas Instrument references are directed to providing warranties. There is no teaching or suggestion of providing warranties in the Discount reference. Thus, even if they were combined they would only teach or suggest the providing of warranties with regard to cameras sold by Discount. However, Applicants respectfully submit this is a far cry from the claimed invention of providing particular goods and/or services with regard to a camera service plan selected by the consumer. Further, the plans disclosed in Toro and Texas Instrument references are not of the type of plan to which the present invention is directed. The plans to which the present invention are directed are entered into a database

such that photographic goods or services are to be provided with respect to images captured by the selected camera in accordance with the selected plan. There is no such teaching or suggestion to do so in the cited references. The warranty information is simply recorded for when repairs are required.

The Examiner in paragraph 2 of the Official Action, rejected claims 9 and 10 under 35 USC § 103(a) as being unpatentable over the Texas Instrument article in view of Discount and further in view of the Agfa article. This is somewhat interesting in that claims 9 and 10 depend at least ultimately upon independent claim 1 wherein the rejection also relied on the Toro reference. The Examiner added citation to the Agfa article as disclosing the providing of tie-ins with the purchase of a camera which include a free roll of film, free set of prints and a discount on the purchase of a second camera. However, the Agfa reference does not teach or suggest anything that would render independent claim 1, upon which dependent claims 9 and 10 depend at least ultimately. Agfa does not teach or suggest the purchasing of a camera among a selection of cameras and the selection of a service and product plan from a menu of such plans and associating the plan with the selected camera and maintaining that on a daily basis so that image products can be provided with regard to images captured by the selected camera. Agfa just merely teaches the selling of one-time use cameras and related items. Thus, the Agfa reference does not add anything which would render the independent claims obvious.

With respect to claim 12, the Examiner has taken official notice that scanning images and storing images as a digital record on a disk is old and well known in the art. However, claim 12 again is dependent upon independent claim 1 at least ultimately and therefore is patentably distinct for the same reasons previously discussed. The official notice does not affect the allowability of claim 1 for reasons previously discussed.

With regard to the rejection of claims 8 and 11 in paragraph 4 of the official action, the Examiner introduces the Ofoto news article. It is respectfully submitted that the Ofoto news article does not teach or suggest anything that would render the independent claim upon which dependent claims 8 and 11 depend at least ultimately. While Ofoto does disclose the uploading of images for

storing on a web server, it does not teach or suggest the purchasing of a camera among a plurality of cameras and selecting a product service plan from a menu and associating images captured by that camera as taught and claimed by Applicant. Thus, Ofoto does not teach or suggest anything new that would render independent claim 1 obvious.

The Examiner in paragraph 5 of the official action argues that Ofoto discloses teaching a service wherein users are permitted access to images stored on an internet service. The Examiner relies on Official Notice that the forwarding of digital records to a designated user would provide further service in connection with a camera promotion. In this regard there is no teaching in any of the cited references relied upon in claim 6 of actually forwarding the digital record. What is disclosed in the Ofoto reference is allowing access to the images at the web site. Typically the images shared are low resolution images and not the high resolution image. The Ofoto site would then allow customers to order goods or services with respect to the images stored at the site. As set forth in the Ofoto article, they are invited to view the images. There is no disclosure of forwarding the digital record as set forth in claim 6. In respect of this, there still is no teaching or suggestion of the limitation set forth in independent claim 1 and therefore claims 6 and 7 are also patentably distinct for the same reasons previously discussed.

The Examiner in paragraph 6 of the Official Action, rejected claims 15, 16, 18 and 19, which are included in Group I, cited in the Agfa news article, however, as previously noted the Agfa article does not teach anything which would render independent claim 15 obvious for reasons previously set forth. The Agfa article merely teaches and discloses the selling of single use cameras and providing free film and free prints. There is no teaching or suggestion as previously discussed of selecting a camera from a menu of cameras and selecting a service plan with regard to a plurality of service plans and associating that information in a database so that images captured by the camera will be provided in accordance with the service plan. The Examiner has taken Official Notice in paragraph 6 that running a promotion for a predetermined period of time is old and well known. However, that is not what is being claimed. In the present invention, it is the providing of goods or services in accordance with a plan that

extends for a predetermined period of time that is being claimed, not a promotion that is exercisable for a desired period of time. In the present invention, images may be submitted at any time during the designated interval for providing of goods and/or services.

The remaining references cited by the Examiner and the various rejections in the Final Rejection do not add anything which would render any of the independent claims obvious. The Iomega reference cited by the Examiner is simply directed to providing images on a zip disk from other sources to create a digital photo album. This is nothing more than software that is used to create a product. The various goods or services set forth on page 2 of the article are simply directed to the various goods or services that are provided by Iomega. There is no teaching or suggestion of selecting a camera from a menu of cameras or selecting a service plan from a menu of service plans and associating the two on a database such that specified goods or services will be provided with regard to images captured by that device. Thus, the Iomega reference does not teach or suggest anything that would render the independent claims obvious.

For the foregoing reasons, Applicant respectfully submits that the claims of Group I are patentably distinct for the reasons discussed above.

Group II: Claims 2-7, 25-31

B. Claim 2 is directed to the method of claim 1 and includes the further limitation that the photographic service are provided for a predetermined time period at a predetermined fee and the providing of film development for a predetermined number of rolls of film exposed by the selected camera during the predetermined time period. None of the references cited by the Examiner teach or suggest this. The Examiner has taken official notice that it is old and well known that promotions may be offered for a limited period of time. Applicant respectfully submit this is not the same to which the present invention is directed. The promotions of the present invention is not limited to being exercised at a particular time. The plan selected extends for a predetermined period of time, that is images are provided during the period of time that images are captured from the selected camera and product service plan associated therewith. There is no

teaching in the cited references that the promotions last for a period of time for providing goods or services. What is set forth in the cited reference is that promotions are provided at various times, i.e. the promotion times, to purchase particular goods or services. The promotions therein are set forth in a plan that is recorded and associated on a database as set forth in claim 2. The remaining claims 3-7 depend ultimately at least upon dependent claim 2 and therefore are patentably distinct for the same reasons. Claim 25 is similar to claim 2 and therefore is patentably distinct for the same reason. Dependent claims 26-31 depend at least ultimately upon dependent claim 25 and here again are patentably distinct for the same reasons previously discussed.

In view of the foregoing, Applicant respectfully submit that the claims in Group II are also patentably distinct for the reasons set forth above.

Group III: Claim 36

C. Claim 36 was rejected under 35 USC § 103(a) as being unpatentable over Texas Instrument in view of Discount, Toro and Official Notice. Independent claim 36 is directed to a method for providing photographic products and/or photographic services to a plurality of different consumers. The method of claim 36, as previously discussed with respect to claim 1, includes the selecting of a product or service plan including a camera and photographic products and services which are to be associated with the selected camera for a predetermined time period when the photographic products or goods or services are provided to images captured by the selected camera. Claim 36 also includes the maintaining for each of the plurality of different consumers an account of said photographic products or services at the service provider wherein the accounts each have a unique ID and said account be accessible from a single input station. Claim 36 is patentably distinct for many of the same reasons discussed with respect to independent claims 1, 18 and 24 as previously discussed. In addition, this claim includes that the account is accessible from a single station. There is no teaching or suggestion of any of the references that this is accomplished. This embodiment is directed to consumers that do not have their own PCs that can access the images. Thus, a single device such as kiosk, can be accessed by a

plurality of different consumers for accessing data. Thus, in addition to providing specific service plans with selected cameras of a consumer, the present invention allows the consumer to use the camera in a manner that would not typically be available to that consumer. This is not taught or suggested in any of the references. Claim 36 is patentably distinct for this additional reason.

Summary

In summary, Applicants respectfully submit that the claims in the present invention are patentably distinct over the cited prior art.

Conclusion

In view of the foregoing, it is respectfully submitted the claims in their present form are patentably distinct over the cited prior art. In conclusion, for the above reasons, Applicant respectfully request the Board of Patent Appeals and Interferences to reverse the rejection by the Examiner and mandate the allowance of the claims.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Frank Pincelli", is written over a horizontal line.

Attorney for Appellants
Registration No. 27,370

Frank Pincelli/phw
Telephone: 585-588-2728
Facsimile: 585-477-4646
Enclosures

Appendix I - Claims on Appeal

1. A method of providing photographic products and/or photographic services, the method comprising the steps of:
selecting a camera among a selection of cameras;
selecting a photographic product and/or photographic service plan from a menu of photographic product and/or photographic service plans;
associating the selected camera with the selected photographic product and/or photographic service plan and creating a product and/or photographic service plan account indicative thereof; and
entering said product and/or photographic service plan account into a computer database to maintain a record of photographic products and/or photographic services to be provided with respect to images captured by said selected camera in accordance with the selected photographic product and/or photographic service plan for a predetermined period of time.
2. A method according to claim 1, wherein said photographic products and/or photographic services comprise providing said selected camera to a user for a predetermined time period at a predetermined fee, and providing film development for a predetermined number of rolls of film exposed by said selected camera during said predetermined time period.

3. A method according to claim 2, wherein said photographic services and/or photographic products further comprise providing a selected amount of photographic prints of said developed film.

4. A method according to claim 2, wherein said photographic products and/or photographic services further comprise scanning the images on said film to provide for a digital record of said images.

5. A method according to claim 4, wherein said digital record is placed on a disk and supplied to a user or designated recipient.

6. A method according to claim 4, wherein said digital record is electronically forwarded to a user or designated recipient.

7. A method according to claim 4, wherein said photographic products and/or photographic services further comprise electronically storing said digital record for a predetermined amount of time.

8. A method according to claim 1, wherein said photographic products and/or photographic services comprise electronically storing images captured by said selected camera for a predetermined period of time.

9. A method according to claim 1, wherein said photographic products and/or photographic services comprise providing a predetermined number of prints of images captured by said selected camera.

10. A method according to claim 1, wherein said selected camera is a film camera.

11. A method according to claim 1, wherein said selected camera is a digital camera.

12. A method according to claim 1, wherein said selected camera is a hybrid digital/film camera.

13. A method according to claim 1, wherein said photographic products and/or photographic services comprise providing an image product associated with an image captured by said selected camera.

14. A method according to claim 1, comprising the further step of updating the product and/or photographic service plan account in the computer database as said photographic products and/or photographic services, in accordance with the selected photographic product and/or photographic service plan, are provided to a user to reflect photographic products and/or photographic services rendered to the user.

15. A method of providing photographic products and/or photographic services to a consumer, the method comprising the steps of:

selecting a camera from a plurality of cameras and photographic products and/or photographic services by a customer from a menu of photographic products and/or services which are to be associated with said camera for a predetermined time period, wherein said photographic products and/or photographic services are provided to images captured by said selected camera; and

maintaining an account of said photographic products and/or photographic services as said photographic products and/or photographic services selected by said customer are provided to said customer with respect to images captured by said camera.

16. A method according to claim 15, wherein said photographic products and/or photographic services comprise creating a predetermined number of prints from said images.

17. A method according to claim 15, wherein said photographic products and/or photographic services comprise placing said images on a disk and forwarding said disk to the consumer.

18. A method of providing photographic products and/or photographic services, the method comprising the steps of:

selecting a camera from a plurality of cameras and photographic products and/or photographic services from a menu of photographic products and/or

photographic services by a customer which are to be associated with said camera for a predetermined time period, wherein said photographic products and/or photographic services are provided to film exposed by said selected camera; and maintaining a record of photographic products and/or photographic services of said photographic services and/or photographic products selected by said customer to be provided to said customer.

19. A method according to claim 18, wherein said photographic products and/or photographic services comprise developing said exposed film and providing a predetermined number of prints of images on said film.

20. A method according to claim 18, wherein said photographic products and/or photographic services comprise scanning said film to create a digital record of images on said film.

21. A method according to claim 20, wherein said photographic products and/or photographic services further comprise placing said digital record on a disk and forwarding said disk to the customer.

22. A method according to claim 20, wherein said photographic products and/or photographic services further comprise electronically storing said digital record for a predetermined period of time.

23. A method according to claim 20, wherein said photographic products and/or photographic services further comprise electronically sending said digital record of said images to the user.

24. A system for providing photographic products and/or photographic services, the system comprising:

a photographic product and/or photographic service input station into which information with respect to a selected camera and a selected photographic product and/or photographic service plan which is to be associated with the selected camera for a predetermined period of time is input, said photographic product and/or photographic service input station creating a product and/or photographic service account indicative of the selected camera and the selected photographic product and/or photographic service plan; and

a computer database unit operationally associated with the photographic product and/or photographic service input station which receives and stores the information with respect to the selected camera and the selected photographic product and/or photographic service plan, said computer database unit being adapted to update said product and/or photographic service account as photographic product and/or photographic services in accordance with said selected photographic product and/or photographic service plan are requested and completed.

25. A system according to claim 24, wherein said computer database is operationally associated with at least one photographic product and/or

photographic service provider, and said selected photographic product/
photographic service plan comprises providing photographic products and/or
photographic services to film exposed by said selected camera through said at
least one photographic product and/or photographic service provider in
accordance with the photographic product and/or photographic service plan for a
predetermined time period.

26. A system according to claim 25, wherein said photographic
products and/or photographic services comprise providing film developing for
film exposed by said selected camera for said predetermined time period.

27. A system according to claim 26, wherein said photographic
products and/or photographic services comprise providing prints of said
developed film.

28. A system according to claim 25, wherein said photographic
products and/or photographic services comprise scanning images on said film to
provide a digital record of the images.

29. A system according to claim 28, wherein said digital record
is placed on a disk and returned to a designated recipient.

30. A system according to claim 28, wherein said digital record
is electronically forwarded to a designated recipient.

31. A system according to claim 28, wherein said photographic products and/or photographic services comprise storing said digital record for a predetermined amount of time.

32. system according to claim 24, wherein said photographic products and/or photographic services comprise electronically storing images captured by said selected camera for a predetermined period of time.

33. A system according to claim 24, wherein said photographic products and/or photographic services comprise providing a predetermined number of prints of images captured by said selected camera.

34. A system according to claim 24, wherein said photographic products and/or photographic services comprise providing an image product associated with an image captured by said selected camera.

35. A system according to claim 24, wherein said selected camera is one of a film, digital or hybrid film/digital camera.

36. A method of providing photographic products and/or photographic services to a plurality of different consumers, the method comprising the steps of:

each of said plurality of different consumers selecting product and/or service plan, said plan including a camera and photographic products and/or photographic services which are to be associated with said camera for a predetermined time period, wherein said photographic products and/or photographic services are provided to images captured by said selected camera; and

maintaining for each of said plurality of different consumers an account of said photographic products and/or photographic services at a service provider, each of said accounts having a unique customer ID, said account being accessible from a single input station.